




MEMORANDUM

TO: Mayor and Council

FROM: Ray Baray, Chief of Staff 

DATE: December 16, 2015

SUBJECT: Update on Resolution No. 20140501-036 – Long-Term Analysis of Special Events

The purpose of this memo is to inform you that staff will soon be bringing forward an update regarding Council Resolution No. 20140501-036, which “directed the City Manager to investigate potential methods for funding costs associated with special events.” In addition, the City Manager was directed to seek input from stakeholders, consider alternative funding options, and review best practices from peer cities.

Soon after the adoption of the resolution, staff from the Corporate Special Events Office coordinated a community stakeholder meeting on June 17, 2014 with representatives from a myriad of organizations. The purpose of the meeting was to solicit input which would be used to supplement the alternative funding report. However, staff has determined that additional coordination and more in-depth stakeholder input is required due to the evolving landscape of special events over the past year.

Staff continues to work on developing alternative funding options for large-scale events to assist in forecasting the budgetary and community impacts of these events. Additionally, the Corporate Special Events Office would like to further develop a methodology and generate a best practices model for special events from peer cities.

I have directed staff to take the next couple of months to gather the necessary information to develop comprehensive recommendations for Council consideration before the 2016 Spring Festival Season commences.

Should you have additional comments or questions, please feel free to contact Bill Manno at (512) 974-2435 or via email at William.Manno@austintexas.gov. Thanks!

cc: Marc Ott, City Manager
Bill Manno, Corporate Special Events